Jawad Shuaib

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I'm a **Web 2.0 Software Developer**. My field of speciality demands a delivery oriented person with an eye out for new technologies. I have helped design and develop numerous social media and online community products involving mashups, mobile applications, and social widgets.

My objective is to participate in a Web 2.0 project involving a skill set in web development, online marketing and operational strategy.

KEY SKILLS:

- Web Development (PHP, JavaScript, CSS, X/HTML, XML, AJAX)
- Database Administration (MySQL)
- Online Marketing and Project Management
- User Interface Design (Adobe Creative Suite: Photoshop, Illustrator, etc)
- Search Engine Optimization and Traffic Analysis
- Third party API's and Mashups (Google, Flickr, Facebook, etc)
- Web services and libraries (REST, SOAP, Yahoo! UI Library, jQuery, etc)

PROFESSIONAL EXPERIENCE:

Software Architect for Budget Electronics
(August 2010 - Present)

Budget Electronics is a wholesale cell phone and electronics accessories distributor. At Budget Electronics, I built an SEO optimized e-commerce website. Additionally, I have created a complete CMS/CRM and Point of Sale (PoS) web solution to support the online and offline aspects of the business - together with multiple secure user logins, mobile site, Web 2.0 social media integration, website design, newsletter management, blog editing, sales forecast, traffic analysis, contacts management and a host of other features unique to the business' needs. The system was architected and developed completely by myself.

Professor of Search Engine Optimization and Practical Web Applications Development with PHP at Humber College
(September 2008 – Present)

Humber College is Toronto's leading technology institute. I was tasked with assembling and teaching the curriculum for two unique courses available only through this particular institute in Canada. In these courses, students learn how to optimize online properties for search engines, and educated in building web applications commonly used within software enterprises.

Senior Web Developer for Achilles Media Ltd.
(September 2007 - March 2011)

Achilles Media produces world class conferences, such as the **Banff World Television Festival** and **nextMEDIA**. I executed and managed over 25 websites during my stay at Achilles. As the lead product developer, I worked with senior managers, information architects, graphic designers and other web developers to launch and service numerous innovative products.

- Helped build a powerful Pligg based **news aggregator** emailed daily to over 25, 000 subscribers.
- Developed custom content management systems (CMS).
- Built applications to integrate credit cards payments with our e-commerce system.
- Built a **B2B networking recommendation system** that increased online participation by 600%.
- Applied SEO best practices that improved search engine presence by 30%.
- Managed outsourced products.
- Executed email campaigns (phpList, ThinData, Campaign Monitor, MailChimp) and online advertising (Google Adsense, Facebook Social Ads, etc).
- Helped build a **mobile application** for the conference delegates.
- Conceptualized and executed company's social media strategy.

Web 2.0 Developer and Marketing Specialist for Wellness Heroes Inc.
(January 2007 - March 2009)

Wellness Heroes takes a Web 2.0 approach to promoting lifestyles that improve mind, body, spirit, community and the planet. I was tasked with developing a large network of content aggregation sites for the health market. Agile development methodologies were employed to ensure quick project turn around. As the chief architecture, I was also responsible for ensuring that the finished product is a well documented, web standard compliant and search engine friendly network.

- Project lead.
- Built automated content aggregators.
- Built a sophisticated content management system to handle a large number of sites.
- Utilized third party libraries, such as **jQuery** and **Prototype**.
- Grained experience leading development teams in different geographical locations.
- Developed back-end and front-end code.
- Created **W3C Standards Compliant** Web Designs.
- Contributed ideas towards building the company's core business and marketing plan.
- Gained experience scaling high volume websites using **Amazon S3 Cloud Computing**.

Software Developer & Founder of Shuzak - The Social Network for Geeks
(June 2006 - July 2007)

Shuzak is a technology social network for stimulating intellectual discussions within an environment that also encourages geek-to-geek networking. I organized, designed, and developed over 40, 000 lines of code. Shuzak was applauded by numerous **top bloggers** and its prominence amongst geeks attracted over 15, 000 sign-ups. I learned many valuable lessons from being the sole person responsible for marketing, developing, and executing the startup.

- Signed up various advertisers and affiliates to **monetize** the network.
- Launched an innovative "karma" based economy – users exchanged karma points in return for advertising on the network.
- Created a custom built **RSS feed based chat system** (users could subscribe to the chat feed).
- Incorporated a "live feed" similar to that of Facebook and LinkedIn to keep the users in touch with each other.
- Built a highly scalable network with thousands of users.
- Contributed **open source code** and encouraged site wide wiki based contributions.
- Used various guerrilla marketing techniques to reach Digg's front-page several times and attract thousands of page views everyday.

Software Developer for Domani International
(October 2005 - February 2006)

At Domani International, I was responsible for programming a corporate instant messenger called "HotWire". It was designed to be used by large supply-chain organizations to securely stay in touch with various operation teams within the chain.

IT Consultant for Pakistan Science and Engineering Foundation
(August 2002 - August 2005)

PakSEF was founded to address the growing need for education in the rural areas of Pakistan. I volunteered for 3 years to help the non-profit grow its community and support over the web. I also played an active role in the organization's strategy ass member of the board.

SIDE PROJECTS:

geoCHAT: A global chat room that uses Google Maps API to enhance interactivity.
News Spy: Aggregates and animates news stories from various blogs.
BrainWall: A crowd sourced sticky post application. This could be useful for organizations to leave reminders within intranets and CRM systems.
Gender Bias Check: A fun project that aggregates data using Facebook connect API's to determine the male to female ratios of any Facebook event.
Social Quran: This site turns the Quran into a social platform - allowing its readers to share quotes and comments with their friends on Twitter and Facebook.
FuelFeed: A marketing tool that automatically aggregates content from news sites and posts them to the user's twitter accounts. This project required the use of Twitter/ TinyURL API, OAuth authentication, REST protocol, and scalable databases.
iPhone Controlled Hardware: An application that wirelessly controls a servo motor's movement using the iPhone tilt accelerometers.

OTHER RELATED SKILLS:

- Skilled at marketing and branding internet properties.
- Authoring technology and marketing related articles.
- Seeding and growing online social communities.
- Strong project management and entrepreneurial skills.
- Keeping track of emerging technology trends through numerous blogs.
- Active participant within Toronto's startup and developer community.

REFERENCES:

Detailed references available upon request.

- Marketing Director, Achilles Media., Toronto, Canada
- Founder and CEO, Wellness Heroes., Toronto, Canada
- Founder, XetaByte., Toronto, Canada
- Director of Operations, Budget Electronics, Mississauga, Canada
- Professor, Dynamic Content Generation, Humber College, Toronto, Canada
- Founder, Pakistan Science and Engineering Foundation, California, United States
- Founder, Domani International., Chicago, United States